

## LISTING- LAST-MINUTE OFFER EMAIL

The e-newsletter is a monthly email that includes multiple partners and is distributed across the Internova Travel Group agencies. The assets must be an “just in time” offer or incentive.

### Required Information

Please provide the following information for a Last-minute offer email.

*Note: Partner offer or incentive expiration date must be valid for at least 30 days and no longer than 90 days after email deploys.*

- **Property name** or brand and **location** (only 1 property allowed)
- **Imagery:**
  - 1 high-resolution image
  - JPG format
  - No copy allowed on images
- **Content:**
  - Body headline – up to 30 characters
  - Body copy – **Maximum of 25-word count**  
Suggested topics include promotions or agent Incentives

### Desired Call-to-action

*Note: Offers must be loaded to the GDS program's rate codes, combinable with the program's benefits and uploaded to the Promotion Management Tool located on the Partner Portal RFP site. Please consult with your property's RFP contact to upload promotions via the Internova RFP site.*

- **Option 1:** Promotional offer on the Internova Travel website
- **Option 2:** Advisor-facing PDF
  - PDF Requirements (optional)
    - File size must be under 1MB or URL, no limit on text or photos, style is up to the partner.
  - PDF must include the program's logo on it

*Disclosure: It is the partner's responsibility to submit the information on or before the deadline provided in your marketing plan to [hotelmktg@internova.com](mailto:hotelmktg@internova.com).*